

Pennsylvania Public Utility Commission Secretary Rosemary Chiavetta 400 North St., Harrisburg, PA 17120

Responses to Data Request for Broker/Marketer Electrict Supplier License Application for Marketing Systems Group, LLC dba ("Hon Power")

Docket No. A-2014-2437035 Utility Code: 11167888

Dear Secretary of the Commission:

Please find Marketing Systems Group, LLC ("MSG") responses and exhibits provided pursuant to the communication dated September 29, 2014 from the Commonwealth of Pennsylvania, Pennsylvania Public Utility Commission ("PA PUC") Data Request for Electric Supply Broker/Marketer License Application for MSG.

Very truly yours,

s/Alexander Rozenblat

Alexander Rozenblat General Counsel, Marketing Systems Group, LLC 312-600-3763 arozenblat@iionenergy.com 201 W. Lake St., Ste 151, Chicago, IL 60606 RECEIVED

NOV 12 2014

Docket No. A-2014-2437035 Utility Code: 11167888

1. Reference application, Section 1.a, Identity of the Applicant - Applicant has not provided their web address as required by the application. Please update this application page with the appropriate information. Please provide original documents by using the submission method listed above.

Response: Please See Attached Exhibit-1 - Web Address.

2. Reference application, Section 1.b, Pennsylvania Address/Registered Agent - Applicant has not provided a contact number for their registered agent, as required by the application. Please update this application page with the appropriate information. Please provide original documents by using the submission method listed above.

Response: Please See Attached Exhibit-2 - Registered Agent Contact Information.

3. Reference application, Section 1.e, Contacts for Consumer Service and Complaints - Applicant has not provided an alternate contact for this section. Please update this application page with the appropriate information. Please provide original documents by using the submission method listed above.

Response: Please See Attached Exhibit-3 - Alternate Complaints and Consumer Services Contact Information.

4. Reference application, Section 2.b, Business Entity and Department of State Filings - Applicant claims they are a foreign limited liability company, but they have not provided the documents to show that they have registered with the Pennsylvania Department of State for both the Fictitious Name and also to do business in the Commonwealth. This documentation is required to complete the application process. Please provide original documents by using the submission method listed above.

Response: Please See Attached Exhibit-4 - Foreign LLC and Fictitious Name Documents.

5. Reference application, Section 5, Compliance - Applicant has listed that neither Marketing Systems Group, LLC nor any affiliates have had any formal or escalated actions or complaints in Section 5.c. However, research has shown that there have been complaints in various states regarding the company's affiliates. Please provide an original document by using the submission method listed above. Applicant can elect to mark submitted information as confidential.

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NOV 12 2014

Docket No. A-2014-2437035 Utility Code: 11167888

Response: Please See Attached Confidential Exhibit-5 - Complaints

6. Reference application, Section 7.a, Bonding - Applicant has provided a letter of credit (LOC) as their security. However, the LOC contains some language that is not acceptable. Furthermore, the LOC involves two different financial institutions, and one of them lists on their website that they are not authorized to do business in the United States, making any LOC involving them to be unacceptable. Applicant will need to get a LOC from a financial institution that is authorized to do business in the United States, and follow the language in the template provided in the application package. Please provide an original document by using the submission method listed above. Applicant can elect to mark submitted information as confidential.

Response: Please See Attached <u>Confidential</u> Exhibit-6 – Bond. Original Bond was sent under separate cover

7. Reference application, Section 7.b, Financial Records, Statements, and Ratings - Applicant claims that they are a start-up company that doesn't have financial statements of their own, but they have provided some financial statements from an affiliate to prove financial fitness. However, the documentation provided isn't sufficient to demonstrate financial fitness. Please provide financial information of the types listed in the Application to demonstrate this company's financial fitness. If applicant has nothing else, please provide at least 3 consecutive months of bank statements for Marketing Systems Group. Also, applicant has stated that an affiliate has a DUNS number, but has not provided the actual DUNS report. Please provide any original documents by using the submission method listed above. Applicant can elect to mark submitted information as confidential.

Response: Please See Attached <u>Confidential</u> Exhibit-6 - Financial Statements and Financial Certification. In addition, MSG's affiliate does not have a DUNS report.

8. Reference Application, Section 7.d, Taxation - Applicant has provided a Tax Certification Statement with their application package, but some of the information is missing. It is required to have a fully completed Tax Certification Form with the application package. Please complete a Tax Certification Form, including either a 7 digit Corporate Box Number or a 10 digit Revenue JD Number, and send it in for the application. Please provide an original document by using the submission method listed above. Applicant can elect to mark submitted information as confidential.

Response: Please See Attached Confidential Exhibit-8 - Tax Information.

9. Reference Application, Section 12, Newspaper Publications - Based on the desired EDCs that applicant wants to operate in, they are required to publish ads in all 7 of the newspapers listed in this section, as well as provide notarized Proofs of Publication as evidence. However, applicant has not provided notarized Proofs for the Harrisburg Patriot-News, the Scranton Times-Tribune, and the Williamsport

Docket No. A-2014-2437035

Utility Code: 11167888

Response: Please See Attached Exhibit-9 - Newspaper Publications.

Docket No. A-2014-2437035 Utility Code: 11167888

I, Mark Friedgan, hereby state that the facts above set forth are true and correct to the best of my knowledge, information and belief, and that I expect to be able to prove the same at a hearing held in this matter. I understand that the statements herein are made subject to the penalties of 18 Pa. C.S. § 4904 (relating to unsworn falsification to authorities).

Mark Alexander Friedgan

CEO, Marketing Systems Group, LLC dba ("IIon Power")

Secretary and Treasurer, I2R Holdings, LLC Secretary and Treasurer, Eligo Energy, LLC

Marketing Systems Group, LLC

PUBLIC EXHIBITS

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Data Request:

Reference application, Section 1.a, Identity of the Applicant - Applicant has not provided their web address as required by the application. Please update this application page with the appropriate information. Please provide original documents by using the submission method listed above.

Response:

Please See Attached Exhibit-1: Web Address



NOV 12 2014

BEFORE THE PENNSYLVANIA PUBLIC UTILITY COMMISSION

Application of Marketing Systems Group, LLC d/b/a IION Power _, for approval to offer, render. furnish, or supply electricity or electric generation services as a Broker/Marketer to the public in the Commonwealth of Pennsylvania (Pennsylvania).

To the Pennsylvania Public Utility Commission:

IDENTIFICATION AND CONTACT INFORMATION 1.

a. IDENTITY OF THE APPLICANT: Provide name (including any fictitious name or d/b/a), primary address, web address, and telephone number of Applicant:

> Marketing Systems Group, LLC d/b/a IIon Power 2033 Milwaukee Ave, Suite 350 Riverwoods, IL 60015 http://www.iionmarketinggroup.com

b. PENNSYLVANIA ADDRESS / REGISTERED AGENT: If the Applicant maintains a primary address outside of Pennsylvania, provide the name, address, telephone number, and fax number of the Applicant's secondary office within Pennsylvania. If the Applicant does not maintain a physical location within Pennsylvania, provide the name, address, telephone number, and fax number of the Applicant's Registered Agent within Pennsylvania.

InCorp Services, Inc. 7208 Red Top Road Hummelstown, PA 17036 Dauphin County

Phone Number: 717-866-0922

Fax: 702-866-2689

c. REGULATORY CONTACT: Provide the name, title, address, telephone number, fax number, and e-mail address of the person to whom questions about this Application should be addressed.

Alexander Rozenblat General Counsel 2033 Milwaukee Ave, Suite 350 Riverwoods, IL 60015 888-744-8125 regulatory@iionenergy.com

d. ATTORNEY: Provide the name, address, telephone number, fax number, and e-mail address of the Applicant's attorney. If the Applicant is not using an attorney, explicitly state so.

> Alexander Rozenblat General Counsel 2033 Milwaukee Ave, Suite 350 Riverwoods, IL 60015 888-744-8125 regulatory@iionenergy.com

e. CONTACTS FOR CONSUMER SERVICE AND COMPLAINTS: Provide the name, title, address, telephone number, FAX number, and e-mail of the person and an alternate person responsible for addressing customer complaints. These persons will ordinarily be the initial point(s) of contact for resolving complaints filed with the Applicant, the Electric Distribution Company, the Pennsylvania Public Utility Commission, or other agencies. The main contact's information will be listed on the Commission website list of licensed EGSs.

Andreya Shaak Director of Operations 2033 Milwaukee Ave, Suite 350 Riverwoods, IL 60015 888-744-8125 (F) 312-489-8462 888-744-8125 (F) 312-489-8462 complaints@iionenergy.com

Alexander Rozenblat General Counsel 2033 Milwaukee Ave, Suite 350 Riverwoods, IL 60015

regulatory@eligoenergy.com

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Response:

Please See Attached Exhibit-4: Foreign and Fictitious Documents



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Corporations

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PA PUBLIC UTILITY COMMISSION

SECRETARY'S BUREAU

Online Services | Corporations | Forms | Contact Corporations | Business Services

Search By Business Name By Business Entity ID Verify **Verify Certification**

Online Orders Register for Online **Orders**

Order Good Standing

Order Certified Documents

Order Business List My images

Search for Images

Business Entity Filing History

(Select the link above to view the Business Entity's Filing History)

Business Name History

Name Name Type

Marketing Systems Group, LLC Current Name

Limited Liability Company - Foreign -

Information

Entity Number:

Date: 9/23/2014

Status: Active

9/8/2014 **Entity Creation Date:**

IL State of Business.:

Registered Office

Address:

PA

Dauphin

4294608

Mailing Address:

No Address

% Incorp Services Inc

Copyright © 2002 Pennsylvania Department of State. All Rights Reserved. Privacy Policy | Security Policy

COMMONWEALTH OF PENNSYLVANIA DEPARTMENT OF STATE BUREAU OF CORPORATIONS AND CHARITABLE ORGANIZATIONS 401 NORTH STREET, ROOM 206 P.O. BOX 8722 HARRISBURG, PA 17105-8722 WWW.CORPORATIONS.STATE.PA.US/CORP

HON Power

THE BUREAU OF CORPORATIONS AND CHARITABLE ORGANIZATIONS IS HAPPY TO SEND YOU YOUR FILED DOCUMENT. THE BUREAU IS HERE TO SERVE YOU AND WANTS TO THANK YOU FOR DOING BUSINESS IN PENNSYLVANIA.

IF YOU HAVE ANY QUESTIONS PERTAINING TO THE BUREAU, PLEASE VISIT OUR WEB SITE LOCATED AT <u>WWW.CORPORATIONS.STATE.PA.US/CORP</u> OR PLEASE CALL OUR MAIN INFORMATION TELEPHONE NUMBER (717)787-1057. FOR ADDITIONAL INFORMATION REGARDING BUSINESS AND / OR UCC FILINGS, PLEASE VISIT OUR ONLINE "SEARCHABLE DATABASE" LOCATED ON OUR WEB SITE.

ENTITY NUMBER: 4279940

Rozenblat, Alexander 1658 North Milwaukee Avenue Suite 314 Chicago, IL 60647

Entity #: 4279940 Date Filed: 06/06/2014 Carol Aichele Secretary of the Commonwealth

PENNSYLVANIA DEPARTMENT OF STATE BUREAU OF CORPORATIONS AND CHARITABLE ORGANIZATIONS

Application for Registration of Fictitious Name 54 Pa.C.S. § 311

Name Alexander Rozent	olat			Document will be name and addres the left.	s you enter t	to	
Address 1658 N. Milwauke	e Ave, Ste 3	314					
Chicago	State {L	Zip Code 60647	- =	Common	wealth of I	Pennsylvania E 2 Page(s)	
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compliance with the recous name under 54 Pa.C.	quirements of 54 S. Ch. 3 (relatin	l Pa.C.S. § 311 (re g to fictitious nam	lating to regi les), hereby s	stration), the under tote(s) that:	signed entit	y(ics) desiring t	o tel
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HON FOWER							
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2. A brief statement of	Electric and	i gas brokeraç	ge .				
A brief statement of the fictitious name is: 3. The address, including the first address.	Electric and	gas brokerag	ge .), Box alone		
2. A brief statement of the fictitious name is: 3. The address, including acceptable):	Electric and	gas brokerag	ge e principal pl	ace of business (P.C), Box alone	t not no	
2. A brief statement of the fictitious name is: 3. The address, includin acceptable): 2033 Milwaukee A	Electric and a number and a ve, Ste 350	gas brokerage treet, if any, of the Riverwoods City	gee principal pl:	ace of business (P.C 60015 Zip), Box alone	Lake	
2. A brief statement of the fictitious name is: 3. The address, includin acceptable): 2033 Milwaukee A: Number and street 4. The name and address.	eg number and s ve, Ste 350 s, including nur	reet, if any, of the Riverwoods City	ge e principal plan IL State	60015 Zip). Box alone	Lake County	

PA DEPT. OF STATE

JUN 06 2014 PADEPT. OF STATE

JUL 0 1 2014

Markeling Systems Group, LLC		
	LLC	Illinois
Name	Form of Organization	Organizing Jurisdiction
2033 Milwaukee Ave, Ste 350, Riv	/erwoods, IL 60015	
InCorp Services, Inc., 9435 Water	etona Roulavard Suita 14	0 Cincinnati OH 45249
PA Registered Office, if any	Storie Bodievara Guite 14	O, Ontoliniali, OTT 40240
The real states of the city		
Name	Form of Organization	Organizing Jurisdiction
Principal Office Address		
PA Registered Office, if any		
 The applicant is familiar with the provisio understands that filing under the Fictifious fictitious name. 		
 Optional): The name(s) of the agent(s), if withdrawals from or cancellation of this re (arc); 	uny, any one of whom is authorize gistration in behalf of all then exis	ed to execute amendments to, string parties to the registration, is
IN TESTIMONY WHEREOF, the undersigned Name to be executed this	d have caused this Application f	or Registration of Fictitious
day of May 2014 Individual Signature		dual Signature

Data Request:

Reference Application. Section 12, Newspaper Publications - Based on the desired EDCs that applicant wants to operate in, they are required to publish ads in all 7 of the newspapers listed in this section, as well as provide notarized Proofs of Publication as evidence. However, applicant has not provided notarized Proofs for the Harrisburg

Patriot-News, the Scranton Times-Tribune, and the Williamsport Sun-Gazette. Please provide an original document by using the submission method listed above.

Response:

Please See Attached Exhibit-9: Newspaper Publication

RECEIVED

NOV 12 2014

PROOF OF PUBLICATION OF NOTICE IN THE WILLIAMSPORT SUN-GAZETTE UNDER ACT NO. 587, APPROVED MAY 16, 1929

STATE	OF PI	ENNSY	LVANIA
COUNT	YOF	LYCO	MING

SS-

CO 01	ALL OF DECOM	50.
Bern	nard A. Oravec	Publisher of the Sun-Gazette Company, publishers of the Williamsport, Sun-Gazette, successor
to the W William Bulletin lished ir	Villiamsport Sun and the sport, Pennsylvania, bei was established in 180 in the County of Lycomin	e Gazette & Bulletin, both daily newspapers of general circulation, published at 252 West Fourth Street, and duly sworn, deposes and says that the Williamsport Sun was established in 1870 and the Gazette & 1, since which dates said successor, the Williamsport Sun-Gazette, has been regularly issued and pubg aforesaid, and that a copy of the printed notice is attached hereto exactly as the same was printed and sof said Williamsport Sun-Gazette on the following dates, viz:
_		<u> </u>
•		June 6, 2014
	PENNSYLVANIA	
-	PUBLIC UTILITY COMMISSION	
. ~~	NOTICE	Mark teller all at the Arch Const. Co
Affiant I to verify	. Application of Marketti	an officer daily authorized by the Sun-Gazette Company, publisher of the Williamsport Sun-Gazette, and also declares that affiant is not interested in the subject matter of the aforesaid notice
of publi	Systoms Group, Lt (d/b/s "lion Marketin	
•	To Offer, Render, Fumi.	gations in the foregoing statement as to time; place and character of publication are true.
	Electric and Natural G. Generation Services As	
	Marketor/Broker Engage In The Business Of Su plying Electricity and Ni tural Gas, To The Pub.	
	tural Gas, To The Pub. In The Commonwealth (SUN-GAZETTE COMPANY
	Pennsylvania,	Sworn to and subscribed before me
	Marketing System Group, LLC will be filin	the 9th day of Septencioes 2014
•	an application with th Pennsylvania Public Util	
	IV I ADMIREIAN / DITA	
•	for a ilcense to supplied electricity and natural gas a broker/marketer en	Notary Public
	gaged in the ousiness o	· · · · · · · · · · · · · · · · · · ·
	supplying electricity and natural gas. Marketing Systems Group, LLC proposes to sell electricity	The state of the s
	proposes to sell electricity and natural gas and relat-	CATHY A. BILLEY, ROLETY Public
	ed services throughout at of Pennsylvania under the	Lity of Williamsport, Lycomica County
	provisions of the Electrici-	My Commission Expires May 15, 2016
	ly Generation Customer Choice and Competition Act and under the provi-	
	sions of the Natural Gas - Choice and Competition	STATEMENT OF ADVERTISING COSTS
	Ad.	
	The PUC may consider	VI
	this application without a hearing. Protests direct- ed to the technical or	To the Sun-Gazette Company, Dr.:
	oting Systems Group	For publishing the notice attached
	15 days of the date of	hereto on the above state dates
	this notice with the Secre-	Probated same\$
	Box 3265, Harrisburg, PA 17105-3265. You should	Total
	send copies of any pro-	TOTTED OF A TOTTED TODAY OF A TOTTED TOTAY OF A TOTAY OF A TOTTED TOTAY OF A TOTAY O
	tems Group, LLC attor- ney at the address listed	BLISHER'S RECEIPT FOR ADVERTISING COSTS
THE S	below	ANY hereby acknowledges receipt of the aforesaid advertising and publication costs
and ce:	By and through Counsely	eve been fully paid.
and co.	Marketing Systems . Group, LLC	
	2033 Milwaukee Avenue Suite 350	SUN-GAZETTE COMPANY BY_Bernard A. Oravec RECEIVED
	Riverwoods, Illinois	BY Bernard A. Oravec RLCLIV
	312-600-3763 312-489-8462	
· -	1	4 0 201/

NOV 12 2014

The Scranton Times (Under act P.L. 877 No 160. July 9,1976)

Commonwealth of Pennsylvania, County of Lackawanna

ELIGO ENERGY PA LLC D/B/A ELIGO ENERGY TREVOR HERBEST 1658 N MILWAUKEE AVE., STE 314 CHICAGO IL 60647

Account # 579226 Order # 81529729 Ad Price: 228.95

MARKETING SYSTEMS GROUP

Gina Krushinski

Being duly sworn according to law deposes and says that (s)he is Billing clerk for The Scranton Times, owner and publisher of The Scranton Times, a newspaper of general circulation, established in 1870, published in the city of Scranton, county and state aforesaid, and that the printed notice or publication hereto attached is exactly as printed in the regular editions of the said newspaper on the following dates:

06/05/2014

Sworn and subscribed to before me this 5th day of June A.D., 2014

(Notary Public)

COMMONWEALTH OF PENNSYLVANIA

Notation Sees

Sharon Venturi, Notary Public
City of Scranton, Lackewanna County
My Commission Exercit Feb. 12, 2018

MEMOR, Penssylvania Exercitation Denoticals

RECEIVED

NOV 12 2014

PA PUBLIC UTILITY COMMISSION SECRETARY'S BUREAU

LEGAL NOTICE

PENNSYLVANIA PUBLIC UTILITY COMMISSION NOTICE Application of Marketing Systems Group, LLC (4/b'a "flon Marketing Group") For Approval To Offer, Render, Funish Electric, and Natural Gas Generation Services As A Marketor Frukar Engaged In The Business Of Supplying Electricity and Natural Gas. To The Public In The Commonwealth Of Pannsylvania.

Marketing Systems Group, LLC will be filling an application with the Ponnsylvania Public Utility Commission ("PUC") for a license to supply electricity and natural gas as a broker/marketer orgaged in the business of supplying electricity and natural gas. Marketing Systems Group, LLC proposes to self-electricity and natural gas and related services throughout all of Pennsylvania under the provisions of the Electricity Generation Customer Choice and Competition Act and under the provisions of the Natural Gas Choice and Competition Act.

The PUC may consider this application without a hearing. Protests directed to the tochnical or financial fitness of Marketing Systems Group. LtC may be filed within 15 days of the date of this notice with the Secretary of the PUC. P.O. Box 3265, Harisburg, PA 17105-3265. You should send copies of any protest to Marketing Systems Group, LtC attorney at the address listed below.

By and through Counsel:
Alexander Rezenblat
Marketing Systems Group, LLC
2033 Milwaukee Avenue Suite 350
Riverwoods, Illinois 60018
312-689-8482

The Patriot-News Co. 2020 Technology Pkwy Suite 300 Mechanicsburg, PA 17050 Inquiries - 717-255-8213



MARKETING SYSTEMS GROUP, LLC 2033 MILWAUKEE AVENUE, SUITE 350

DEERFIELD

IL 60015

RECEIVED PA PUBLIC UTILITY COMMISSION

THE PATRIOT NEWS THE SUNDAY PATRIOT NEWS

Proof of Publication

Under Act No. 587, Approved May 16, 1929 Commonwealth of Pennsylvania, County of Dauphin) ss

Marianne Miller, being duly sworn according to law, deposes and says:

That she is a Staff Accountant of The Patriot News Co., a corporation organized and existing under the laws of the Commonwealth of Pennsylvania, with its principal office and place of business at 2020 Technology Pkwy, Suite 300, in the Township of Hampden, County of Cumberland, State of Pennsylvania, owner and publisher of The Patriot-News and The Sunday Patriot-News newspapers of general circulation, printed and published at 1900 Patriot Drive, in the City, County and State aforesaid; that The Patriot-News and The Sunday Patriot-News were established March 4th, 1854, and September 18th, 1949. respectively, and all have been continuously published ever since;

That the printed notice or publication which is securely attached hereto is exactly as printed and published in their regular daily and/or Sunday/ Community Weekly editions which appeared on the date(s) indicated below. That neither she nor said Company is interested in the subject matter of said printed notice or advertising, and that all of the allegations of this statement as to the time, place and character of publication are true; and

That she has personal knowledge of the facts aforesaid and is duly authorized and empowered to verify this statement on behalf of The Patriot-News,Co. aforesaid by virtue and pursuant to a resolution unanimously passed and adopted severally by the directors of the said Company and subsequently duly recorded in the office for the Recording of Deeds auphin in Miscellaneous Book "M", Volume 14, Page 317.

PENNSYLVANIA
PUBLIC UTILITY COMMISSION
NOTICE
Application of Marketing Systems
Group, LLC (d/b/a* "lion Marketing
Group") For Approval To Offer,
Render, Furnish Electric and Natural
Gas Generation Services As A
Marketer/Broker Engaged in The
Business Of Supplying Electricity and
Natural Gas. To The Public in The
Commanwealth Of Pennsylvania.
Marketing Systems Group, LLC will
be filling an application with the
Pennsylvania Public Utility Commission
(*PUC*) for a license to supply
electricity and natural gas as a
broker/marketer engaged in the
business of supplying electricity and
natural gas. Marketing Systems Group,
LLC proposes to sell electricity and
natural gas and related services
throughout all of Pennsylvania under
the provisions of the Electricity
Generalian Customer Choice and

Competition Act and under the provisions of the Natural Gas Choice and Competition Act.
The PUC may consider this application without a hearing, Profests directed to the technical or financial illness of Marketine Systems Group, LLC may be filled within 15 days of the date of this notice with the Secretary of the BUC P. O. Roy 25% Marketing P. date of this notice with the Secretary of the PUC. P.O. Box 3265, Harrisburg, F 17165-3265. You should send copies of any protest to Marketing Systems Group, LLC attorney at the address listed below. By and through Counset; Alexander Rozenblat Marketing Systems Group, LLC

Alexander Rozenblor Marketing Systems Group, Lt. 2033 Milwaukee Avenue Suite 3 Riverwoods, Illinois 60015 312-40-3763 312-487-8462

This ad # 0002302925 ran on the dates shown below:

June 10, 2014

Sworn to and subscribed before me this 12 day of June, 2014 A.D.

Notary Public

COMMONWEALTH OF PENNSULYANIA : 54 3' ei, kildinis is ዛ ሜላ **Г**ላህሀ _{የለ} Then C WEFFOT الملاء الم a . Expires Three

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